What is Claimed:

1-52.   (Cancelled)

53. (New) A content distribution control system comprising

a network;

a mobile terminal configured to receive a datagram through the network, the datagram comprising a header portion and a payload portion including data content; and

a content creation tool configured to determine a level of protection from a plurality of levels of protection for data content, the level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the mobile terminal, the content creation tool being further configured to include indicia data in the datagram to be supplied through the network to the mobile terminal, the indicia data representing the determined level of protection for the data content,

the mobile terminal further comprising a processor configured to determine the indicia data in the received datagram and to control individual user selectable operations for the data content at a user according to the level of protection indicated by the indicia data.

54. (New)   A system as claimed in claim 53 comprising a communications link providing said content creation tool with access to the network.

55. (New) An apparatus comprising:

a memory for storing a received datagram, the datagram comprises data content and indicia data wherein the indicia data represents a level of protection from a plurality of levels of protection for the data content;

a processor configured to determine indicia data in the received datagram, representative of a level of protection from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the apparatus, and

a user interface, wherein the processor being further configured to control individual user selectable operations for the data content at the user interface according the level of protection indicated by the indicia data.

56. (New) An apparatus as in claim 55, wherein the indicia data comprises a value indicative of a control or copyright class.

57. (New) An apparatus as in claim 55, wherein the indicia data is encrypted.

58. (New) An apparatus as in claim 55, wherein the apparatus is a mobile telephone handset.

59. (New) An apparatus as in claim 55, wherein the datagram being received in the form of a short message.

60. (New) An apparatus as in claim 55, wherein the data content comprises a ringtone.

61. (New) An apparatus as in claim 55, wherein selectable operations for the data content comprise at least one of viewing, storing, deleting and forwarding the data content.

62. (New) An apparatus as in claim 55, wherein said apparatus comprises a volatile memory and a non-volatile memory and said user selectable operations for the data content comprise transferring the data content from said volatile memory to said non-volatile memory.

63. (New) A method comprising:

determining by a level of protection, from a plurality of levels of protection, for data content, the level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at a terminal;

including indicia data in a datagram to be supplied through a network to the terminal, the datagram comprising a header portion and a payload portion comprising data content;

transmitting the datagram to the terminal.

64. (New) A method comprising:

receiving, at a terminal, a datagram comprising a header portion and a payload portion comprising data content through a network at a mobile terminal;

determining, by the terminal, indicia data in the received datagram, representative of a level of protection from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the terminal; and

controlling, at a user interface of the terminal, individual user selectable operations for the data content in accordance to the level of protection represented by the indicia data.

65. (New) A method as in claim 64, wherein said user selectable operations comprises transferring the data content from a volatile memory of said terminal to a non-volatile memory of said terminal.

66. (New) A method as in claim 64, wherein the indicia data comprises a value indicative of a control or copyright class.

67. (New) A method as in claim 64, wherein the indicia data is encrypted.

68. (New) A method as in claim 64, wherein the datagram being received in the form of a short message.

69. (New) A method as in claim 64, wherein the data content comprises a ringtone.

70. (New) A method as in claim 64, wherein selectable operations for the data content comprise one or more of viewing, storing, deleting and forwarding the data content.